



## Retail Sampling Program FAQs

### What is the Retail Sampling Program?

The Retail Sampling Program enables brands to ship product samples to a set of consumer advocates in exchange for authentic product reviews.

### What's required from me?

- Send Bazaarvoice details about the products you want to collect review about.
- Ship products directly to consumer advocates using addresses provided by Bazaarvoice.
- Send updated shipping file with tracking details.

### What product details are required?

All the columns in the [product submission form](#) are required. Click the column titles for descriptions.

### Can I bundle my products that have different Product IDs?

The platform does not support bundled products. You must add products with unique IDs as individual products.

### Who is responsible for shipping products?

You are responsible for shipping products by the shipping deadline.

### How will I know when to start shipping?

You will receive an email from Bazaarvoice with a file labeled BrandNameFullfilmentFile.csv. This file contains the necessary details for shipping directly to the community members.

### When should I ship my products?

Ship samples to members within four business days of receiving the file to increase the review response rate and improve the overall member experience. In most cases, we will provide you with a deadline that meets your review goals.

### What if I don't have a warehouse to ship from?

We have two preferred providers familiar with our sampling program who would be happy to assist you. Please note that the providers will bill you separately for their services. Ask your Bazaarvoice sales representative for more information.

### What do I do after I ship my products?

Update the CSV file with these shipping details: shipped date, shipping carrier, tracking number, and tracking URL. **Important:** Do not modify column headings or re-sort the data. Return the form in CSV format.

### Why is it important to include the shipped date, shipping carrier, tracking number, and tracking URL?

We will not log a sample as shipped until we have this information. Providing tracking information reduces support inquiries and improves community members' overall experience.

### **What if I ship products via a carrier that does not provide a tracking number or shipping status?**

We highly recommend providing tracking information. If you cannot provide tracking information, please include the Shipped Date and Shipping Carrier values. Add "N/A" to the Tracking Number and Tracking URL columns.

### **What if a product I offered is now out of stock or unavailable?**

Notify your Bazaarvoice sampling consultant as soon as possible or email [bazaarvoicesampling@bazaarvoice.com](mailto:bazaarvoicesampling@bazaarvoice.com).

### **What should I put in the packages?**

To increase the quality of reviews, consider including instructions for using your products or documentation highlighting the product features.

### **Does Bazaarvoice provide information to put in the packages?**

Yes, we will send you an insert that details review guidelines for community members.

### **How do members request my products?**

Members receive an email inviting them to select a product to sample.

### **What do members do with my products after reviewing them?**

Members can keep all products they receive. Returns are not supported with this program.

### **Are members required to write reviews for all products received?**

Members register with the expectation that they will receive products in exchange for honest, helpful reviews. Membership terms and conditions as well as review request emails emphasize that failing to leave a review may affect a member's ability to participate in the program.

### **When will my product reviews display?**

Reviews will display approximately 2-4 weeks after you ship your products.

### **Does Bazaarvoice screen reviews before publishing them?**

As community members submit reviews, we moderate them to ensure they meet [our authenticity standards](#), contain on-brand content, and do not violate any rules, such as containing profanity or pricing information.

### **Will the reviews display differently than other reviews on product detail pages?**

In accordance with Bazaarvoice authenticity standards, we indicate the reviewer received a free product.

### **What are the tax consequences of distributing products?**

Please contact the IRS or your company's tax advisor about any tax-related questions.

### **How do I track the progress of my sampling campaigns?**

The Bazaarvoice Sampling Dashboard serves as your primary program readout and includes data explaining: number of units that have yielded reviews, products you have elected to sample, reviews you have generated (including full content readouts), and retailers you are supplying with content. Accessing your brand's dashboard is simple. Visit [portal.bazaarvoice.com](http://portal.bazaarvoice.com), login using your username and password, and select Sampling from the left side navigation.